AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): A polymeric fluorescent substance exhibiting visible fluorescence in solid state, having a polystyrene reduced number-average molecular weight of 1 x 10^3 to 1 x 10^8, and containing one or more repeating units of the following formula (1), the amount of the repeating units of formula (1) being from more than 9 mol% to 100 mol% based on the total amount of all repeating units,

$$-Ar_1-(CR_1 = CR_2)_m - \quad \ldots . \ (1)$$

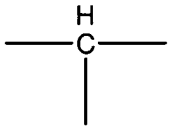
wherein, Ar_1 represents an arylene group having 6 to 60 carbon atoms participating in the conjugation or a divalent heterocyclic compound group having 2 to 60 carbon atoms participating in the conjugation, each Ar_1 independently carrying a substituent represented by the below formula (2); m represents 0 or 1; R_1 and R_2 are independently selected from the group consisting of a hydrogen atom, a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, an aryl group having 6 to 60 carbon atoms, a heterocyclic compound group having 2 to 60 carbon atoms and a cyano group;

$$-X-Ar_2 \quad \ldots . \ (2)$$

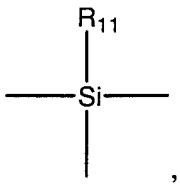
wherein, X represents -O-, -S-, or $-SiR_3R_4-$; and R_3, and R_4 are independently selected from the group consisting of a hydrogen atom, a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, an aryl group having 6 to 60 carbon atoms, a heterocyclic compound group having

2 to 60 carbon atoms and a cyano group; Ar_2 represents a heterocyclic compound group having 2 to 60 carbon atoms participating in the conjugation or an aryl group having 6 to 60 carbon atoms participating in the conjugation and having at least one substituent thereon; the substituents on the aryl group are selected from linear, branched or cyclic alkyl groups having 5 to 20 carbon atoms, alkoxy groups carrying a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, alkylthio groups carrying a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, mono-, di- or tri-alkylsilyl groups having 1 to 60 carbon atoms, mono- or di-alkylamino groups having 1 to 40 carbon atoms, aryl groups having 6 to 60 carbon atoms and having at least one substituent thereon, and aryloxy groups having 6 to 60 carbon atoms~~, arylalkyl groups having 7 to 60 carbon atoms, arylalkoxy groups having 7 to 60 carbon atoms, arylalkenyl groups having 8 to 60 carbon atoms, arylalkynyl groups having 8 to 60 carbon atoms, mono-arylamino groups having 6 to 60 carbon atoms, diarylamino groups having 16 to 60 carbon atoms, and heterocyclic compound groups having 2 to 60 carbon atoms~~;

wherein the portion represented by $-CH_3$ in the substituents on the above Ar_2 may be replaced with $-SiR_6R_7R_8$, the portion represented by $-CH_2-$ may be replaced with -O-, -S-, or $-SiR_9R_{10}-$, the portion represented by



may be replaced with



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the above R_6, R_7, R_8, R_9, R_{10}, and R_{11} each independently represent a group selected from a linear, branched or cyclic alkyl group having 1 to 20 carbon atoms, an aryl group having 6 to 20 carbon atoms, a heterocyclic compound group having 2 to 20 carbon atoms, and a cyano group; wherein one or more hydrogen atoms of the substituent on the above Ar_2 may be substituted with a fluorine atom; and when a plurality of the substituents are present on Ar_2, they may be the same or different.

2. (canceled).

3. (currently amended): A polymer light emitting device, comprising a pair of electrodes composed of an anode and a cathode at least one of which is transparent or semitransparent, and at least one light emitting layer placed between the electrodes, wherein the polymeric fluorescent substance of Claim 1 ~~or 2~~ is contained in said light emitting layer.

4. (original): A flat light source obtained by using the polymer light emitting device of Claim 3.

5. (original): A segment display obtained by using the polymer light emitting device of Claim 3.

6. (original): A dot matrix display obtained by using the polymer light emitting device of Claim 3.

7. (original): A liquid crystal display obtained by using the polymer light emitting device of Claim 3 as a back-light.